



WOTV – Grand Rapids, MI

Issues Report

Third Quarter 2012

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

July - September 2012

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Encouraging College PSA "Skate"
Date Aired: July 1, 2012 - July 23, 2012
Length: 1:00
Summary: Public service announcement from the Ad Council informing viewers about the importance of going to college. College can be tough but there is help available.

2. Program: 24 Hour News 8 Daybreak
Date Aired: July 10, 2012
Length: :45
Summary: Muskegon Heights - Spoke with company that will run the academy system

3. Program: Maranda Where You Live
Date Aired: July 21, 2012
Length: 2:30
Summary: Maranda talked with an educational expert on Summer Learning Loss and how to prevent your kids from experiencing this over the month when they're out of school. They visited a teacher supply store and looked at workbooks, flashcards and tools that parents can buy to make sure their kids don't lose the knowledge they learned during the previous school year over the summer.

4. Program: Best Friends Animal Society PSA "OMG"
Date Aired: July 24, 2012 - September 30, 2012
Length: 1:00
Summary: Public service announcement educating viewers about the importance of spade and neutering your animals to prevent unwanted animals.

5. Program: National Runaway Board PSA "Spun"
Date Aired: July 24, 2012 - September 30, 2012
Length: 1:00
Summary: Public service announcement educating viewers about the effects of bullying. How your words can have a detrimental affect on young people.
6. Program: Michigan Public Service Commission
Date Aired: July 24, 2012 - September 30, 2012
Length: 1:00
Summary: Public service announcement educating viewers about rebates for energy efficiency and help if your facing a foreclosure.
7. Program: 24 Hour News @ 6pm
Date Aired: July 25, 2012
Length: :23
Summary: WMU Tuition -- board of trustees voted to raise tuition 3.9%
8. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 14, 2012
Length: :54
Summary: Closing GR Schools - GRPS plans to closed a dozen schools next year
9. Program: 24 Hour News 8 @ 6pm
Date Aired: August 14, 2014
Length: :54
Summary: Closing GR Schools - GRPS plans to closed a dozen schools next year
10. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 20, 2012
Length: 2:30
Summary: Looking Ahead To Kindergarten - talkback about how to get your child ready to start school

11. Program: 24 Hour News 8 @ 6pm
Date Aired: August 21, 2012
Length: :28
Summary: GRPS Back to School - Free back to school celebration
12. Program: 24 Hour News 8 @ 6pm
Date Aired: September 4, 2012
Length: 1:09
Summary: GRPS First Day -- talking to the new superintendent about the first day of school
13. Program: Maranda Where You Live
Date Aired: September 8, 2012
Length: 2:00
Summary: Impression 5 Museum in Lansing, offers regular LAB Camps for students interested in science. These hands on ½ day and full day camps offer fun, hands-on experiments for all ages and keep kids engaged in science learning. Maranda talked with the instructor and kids in the camp about the benefits of the program.
14. Program: Maranda Where You Live
Date Aired: September 15, 2012
Length: 3:00
Summary: Goodwill Industries of Greater Grand Rapids offers GED classes and job training and placement free of charge. Maranda talked with a Goodwill representative as well as a family who has been helped by the free educational training offered at their Hartley Center location.
15. Program: Maranda Where You Live
Date Aired: September 22, 2012
Length: 2:30
Summary: The worlds largest art competition, ArtPrize, is celebrating it's four year in Grand Rapids. This year a large focus on the festival is attracting students. Maranda visited City High School where kids were working on pieces for a community-wide entry. She also interviewed an education consultant on why creative activities like this are important for kids of all ages.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: PSA "Diabetes"
Date Aired: July 1, 2012 - July 23, 2012
Length: 1:00
Summary: Public service announcement from the EIC informing viewers about the health risks of diabetes. A healthy life style can help prevent some types of diabetes.

2. Program: 24 Hour News 8 @ 6pm
Date Aired: July 3, 2012
Length: :30
Summary: Spectrum Lung Transplant -- hospital starting lung transplant program

3. Program: Maranda Where You Live
Date Aired: July 28, 2012
Length: 2:30
Summary: Maranda talked with Meijer Healthy Living Advisor, Shari Steinbach, about healthy snacks families can pack when traveling over the summer. She showed simple and healthy things that parents can make and pack in the car or on a plane for their kids to munch on.

4. Program: 24 Hour News 8 @ 6PM
Date Aired: August 8, 2012
Length: 1:30
Summary: As part of our Live Healthy Campaign this summer, we have an opportunity for you to help you get moving and stay healthy. Eva Aguirre Cooper is live at the D & W has the details on a pedometer giveaway happening right now.

5. Program: Maranda Where You Live
Date Aired: August 11, 2012
Length: 3:30
Summary: BMX biking is back and more popular than ever with kids in the Greater Grand Rapids area. The sport is for both boys and girls and gets them up and moving, while letting them get rough and play in the dirt. The story focused on a new club and track that recently opened in Wyoming and looked at why it's fun and the health benefits of biking.

6. Program: 24 Hour News 8 @ 6pm
Date Aired: August 14, 2012
Length: :36
Summary: Obesity - 90-million Americans are obese, and Michigan ranks as the 5th worst

7. Program: 24 Hour News 8 @ 6pm
Date Aired: August 16, 2012
Length: :19
Summary: MI SWING FLU - Child caught swine flue at the Ingham County fair

8. Program: Maranda Where You Live
Date Aired: August 25, 2012
Length: 2:00
Summary: Maranda and Priority Health teamed up to offer the first ever Walk the Zoo event at the John Ball Zoo. Families were invited to come and walk a ¼ mile trail through out the zoo, which incorporated stretches, yoga and inclines through out the facility.

9. Program: Maranda Where You Live
Date Aired: August 25, 2012
Length: 2:00
Summary: Back to School can be a stressful time for families. Kids often have anxiety and parents get stressed out with the busy schedules. Maranda talked with a therapist from Pine Rest Christian Mental Health Services on ways that families can tackle this busy time of year with a plan and get everyone on track for a successful school year.

10. Program: 24 Hour News 8 @ 6PM
Date Aired: August 27, 2012
Length: 1:30
Summary: Along with Jack Doles... Bill Steffen, Eva Aguirre Cooper, and Larry Figurski all participated in the Warren Reynolds Golf Classic. Proceeds from today's event will benefit the Helen DeVos Children's Hospital Pediatric Oncology Resource Team or P.O.R.T.
11. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 30, 2012
Length: 2:30
Summary: Sleep Interview - live interview on what to do to get your kids' sleep schedules ready to go back to school
12. Program: MDA Special Broadcast 8:00 - 10:00 PM
Date Aired: September 2, 2012
Length: 2 hours
Summary: Annual Telethon with national and local segments to support the efforts of the Muscular Dystrophy Association.
13. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 5, 2012
Length: :20
Summary: Saginaw Prison E.Coli - Prison under quarantine after 95 people got sick from the disease
14. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 11, 2012
Length: :32
Summary: Childhood Obesity - MI ranks 5th in nation and 31% of our kids are obese
15. Program: Maranda Where You Live
Date Aired: September 15, 2012
Length: 4:50
Summary: The VanBeek Family of Byron Center competes in Triathlons together to support their handicapped daughter, Maddy. The family has formed Team Maddy and even though she is in a wheelchair, she is able to be a part of these events. The mom, dad and sister all take legs of the Triathlons and push or carry Maddy, while her younger brother documents their triumphs on video.

16. Program: Maranda Where You Live
Date Aired: September 22, 2012
Length: 3:00
Summary: Apples are fall produce that reap the rewards when it comes to health benefits. Maranda interviewed Meijer Healthy Living Advisor about the benefits of apples and she showcased three healthy recipes for families using apples, squash and other fall produce that you can find in stores this time of year.

17. Program: Maranda Where You Live
Date Aired: September 22, 2012
Length: 2:30
Summary: The North Country Trail is a trail that stretches across the United States and passes through West Michigan. Just 20 minutes north of Grand Rapids, you can hop on the trail in Lowell. It's perfect for taking the family hiking in the woods. Maranda hiked with a family who is regularly active on the trail and explored this fun outdoor activity.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: PSA "I am Dave Thomas"
Date Aired: July 1, 2012 - July 23, 2012
Length: 1:00
Summary: Public service announcement from the Dave Thomas Foundation to promote the facts about Foster Kids. Informing viewers that these children need a home and that and that not all are broken or difficult. They all need our love.

2. Program: PSA "Build"
Date Aired: July 1, 2012 - July 23, 2012
Length: 1:00
Summary: Public service announcement informing viewers that you can make a difference and help build a home for someone seeking permanent housing. This program helps low income and homeless individuals and families.

3. Program: Maranda Where You Live
Date Aired: July 21, 2012
Length: 1:30
Summary: Battle Creek Public Schools partnered with Maranda to put on a Park Party in Battle Creek. School volunteers assisted with event logistics, serving lunches, parking cars and running games and activities. Maranda interviewed the schools' superintendent about their efforts and how they are stepping up to help kids in the Battle Creek community.

4. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 2, 2012
Length: :20
Summary: GVSU Move In Day - looking for volunteers as move in starts

5. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 14, 2012
Length: 1:15
Summary: ArtPrize Volunteers - ArtPrize still needs 500 more volunteers and has extended the registration deadline

6. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 23, 2012
Length: 1:40
Summary: In The Image Shoes -- free new shoe giveaway, asking for donations

7. Program: 24 Hour News 8 @ 6pm
Date Aired: September 4, 2012
Length: :37
Summary: Hidden Homeless -- fundraising event featuring pictures from Target 8's homeless in West Michigan stories

8. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 6, 2012
Length: 1:15
Summary: ArtPrize/Rapid - You can buy \$5 band to ride the Rapid during all of ArtPrize

9. Program: Maranda Where You Live
Date Aired: September 15, 2012
Length: 2:30
Summary: Traveling Grannies is a volunteer program for older adults. The program pairs seniors with kids and teens who need academic support in school. These traveling grandparents visit the kids at school 1-5 times each week and help them with homework and serve as personal tutors for the children.

10. Program: Maranda Where You Live
Date Aired: September 15, 2012
Length: 2:00
Summary: Jim and Pam Brandow of Ionia have opened their hearts and home to over 20 foster children over the years. In addition to the five children they've adopted, they have spent countless hours fostering children who need love and support and feel it is their calling in the community.

11. Program: Maranda Where You Live
Date Aired: September 29, 2012
Length: 2:00
Summary: The Kent County Humane Society is volunteering their time and dogs to help students at the Kent County Juvenile Detention Center. The Humane Society bring out their dogs and the detention center pairs their teens with them to teach discipline and behavior correction. This community collaboration benefits both the dogs as well as the kids in the program.

12. Program: Maranda Where You Live
Date Aired: September 29, 2012
Length: 2:00
Summary: Nate Seese of Byron Center participates in 4H and raises cattle with his father. Nate recently decided to give back to his community by donating his meat to the Buist Community Food Pantry. He feels 4H has taught him about compassion and responsibility and he wants to help his community in any way he can.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: PSA "Mary"
Date Aired: July 1, 2012 - July 23, 2012
Length: 1:00
Summary: Public service announcement from Al-Anon informing viewers about the support efforts of Al-Anon for those suffering from someone in their life with an addiction and how they can be safe.

2. Program: 24 Hour News 8 @ Daybreak
Date Aired: July 10, 2012
Length: :25
Summary: Isuzu Recall - Isuzu recalling SUV's because the rear suspension can break away

3. Program: Maranda Where You Live
Date Aired: July 14, 2012
Length: 1:30
Summary: EPS Security was a sponsor of Park Parties 2012. At our Holland party, Maranda interviewed a spokesperson from EPS on their Child ID Safety Kit initiative and why it's important to have your child fingerprinted and keep an ID on file in your home in case they go missing.

4. Program: Maranda Where You Live
Date Aired: July 14, 2012
Length: 1:30
Summary: Maranda talked with the Holland Aquatic Center about water safety and ways to educate children on the importance of playing it safe near the lakes and pools in Michigan. They discussed safety reminders and also demonstrated a game they brought to Park Parties to teach kids while making it fun.

5. Program: ESCAPE Fire Safety PSA
Date Aired: July 24, 2012 - September 30, 2012
Length: :30
Summary: Public service announcement about the dangers of fires and how to help prevent arsons from happening.
6. Program: 24 Hour News 8 @ 6pm
Date Aired: July 26, 2012
Length: :47
Summary: Food Recall -- Spartan Stores recalling food because of possible listeria contamination
7. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 16, 2012
Length: 1:15
Summary: Drunk Driver Campaign - Police cracking down on drunk driving until Labor Day
8. Program: 24 Hour News 8 @ 6pm
Date Aired: August 21, 2012
Length: :31
Summary: BP Gas Recall -- Gasoline sold in Chicago could hurt your vehicle
9. Program: Maranda Where You Live
Date Aired: August 25, 2012
Length: 2:30
Summary: Back to School means thinking about safety when getting to and from school. Safe Kids Greater Grand Rapids gave viewers tips on ways to be safe when walking to school, carpooling or taking the bus.
10. Program: 24 Hour News 8 @ Daybreak
Date Aired: August 27, 2012
Length: 3:00
Summary: BUS SAFETY INTERVIEW - Buses now have new safety features, like cameras to keep kids safe. What you need to do when you see bus lights/four ways going

12. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 6, 2012
Length: :25
Summary: Escape Recall - Ford recalling Escape due to an engine plug issue that could start a fire

13. Program: 24 Hour News 8 @ Daybreak
Date Aired: September 18, 2012
Length: :29
Summary: Texting and Driving Newser - Kalamazoo Sheriff hoping to raise awareness of dangers of texting and driving

14. Program: Maranda Where You Live
Date Aired: September 29, 2012
Length: 1:45
Summary: ESCAPE Fire Safety is an organization dedicated to teaching children about fire safety and prevention. Their mascot, Jake the Firedog, and the ESCAPE crew visited a local elementary school to talk to kids about being safe. Maranda interviewed the president of the company about their message and how they are using a creative smokehouse and their dog to educate kids.